

Rubric “Brochure Rubric”
Assessment of Student Products
Pick 4 Scored

Attractiveness & Organization

Excellent	Good	Almost	Not Yet	Score
The brochure has exceptionally attractive formatting and well-organized information. (4 pts)	The brochure has attractive formatting and well-organized information. (3 pts)	The brochure has well-organized information. (2 pts)	The brochure's formatting and organization of material are confusing to the reader. (1 pt)	

Content - Accuracy

Excellent	Good	Almost	Not Yet	Score
The brochure has all of the required information (see checklist) and some additional information.(4 pts)	The brochure has all of the required information (see checklist).(3 pts)	The brochure has most of the required information (see checklist).(2 pts)	The brochure has little of the required information (see checklist).(1 pt)	

Writing - Mechanics

Excellent	Good	Almost	Not Yet	Score
All of the writing is done in complete sentences. Capitalization and punctuation are correct throughout the brochure. (4 pts)	Most of the writing is done in complete sentences. Most of the capitalization and punctuation are correct throughout the brochure.(3 pts)	Some of the writing is done in complete sentences. Some of the capitalization and punctuation are correct throughout the brochure.(2 pts)	Most of the writing is not done in complete sentences. Most of the capitalization and punctuation are not correct throughout the brochure.(1 pt)	

Graphics/Pictures

Excellent	Good	Almost	Not Yet	Score
The graphics go well with the text and there is a good mix of text and graphics. (4 pts)	The graphics go well with the text, but there are so many that they distract from the text. (3 pts)	The graphics go well with the text, but there are too few. (2 pts)	The graphics do not go with the accompanying text or appear to be randomly chosen. (1 pt)	

Sources

Rubric "Brochure Rubric" (continued...)

Excellent	Good	Almost	Not Yet	Score
There are many citations from a variety of sources accurately listed on the brochure.(4 pts)	There are some citations from a variety of sources accurately listed on the brochure.(3 pts)	There are a few citations accurately listed on the brochure.(2 pts)	Incomplete citations are listed on the brochure.(1 pt)	

Source: Courtesy of Kent School District, Kent, WA.

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